



SEP 23 2004

PTO/SB/08A (08-03)

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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

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of

Complete if Known

Application Number	10/006,874
Filing Date	14 NOV 2000
First Named Inventor	PLOTNICK
Art Unit	2611
Examiner Name	GRANT, CHR

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SEP 28 2004

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U. S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)			
Hil	BE	WO9955066A1	10-28-1999	Zetmeir, Karl D	

Examiner Signature	<i>Theresa A. Pearson</i>	Date Considered	1/22/06
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

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9/21/04



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JUL 26 2004

SC733

ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Alternative Advertising in Prerecorded Media	
Application Number:	10/006874	
Confirmation Number:	5480	
First Named Applicant:	Michael Plotnick	
Attorney Docket Number:	T738-10	
Art Unit:	2611	
Examiner:	Christopher Grant	
Search string:	(6064376 or 5956025 or 5923627 or 4930158).pn.	

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US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
th	1	6064376	2000-05-16	BEREZOWSKI			
th	2	5956025	1999-09-21	GOULDEN			
th	3	5923627	1999-07-13	MIWA			
th	4	4930158	1990-05-29	VOGEL			

Signature

Examiner Name	Date
<i>Chris Meehan</i>	11/21/00



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Sheet 1 of 1

Complete if Known	
Application Number	10/006,874
Filing Date	14 NOV 2000
First Named Inventor	PLOTNICK
Art Unit	2611
Examiner Name	GRANT, CHRISTOPHER
Attorney Docket Number	T738-10

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INFORMATION DISCLOSURE CITATION												APPLICANT PLOTNICK ET AL				
(Use several sheets if necessary)												FILING DATE 14 NOV 2001		GROUP 2611		
U.S. PATENT DOCUMENTS																
EXAMINER INITIAL		DOCUMENT NUMBER								DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE		
		DOCUMENT NUMBER								DATE	COUNTRY		CLASS	SUBCLASS	TRANSLATION	
<i>BA</i>	BA	0	1	4	7	2	7	9	12/99	WO						
<i>BB</i>	BB	0	2	3	3	9	7	3	10/00	WO						
<i>BC</i>	BC	0	2	3	3	9	7	5	10/00	WO						
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)																
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									T738-10	10/006, 874			
									APPLICANT	RECEIVED JUL 12 2002 Technology Center 2600			
									PLOTNICK ET AL.				
									FILING DATE	GROUP			
									14 NOV 2001	2611			
INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)													
U.S. PATENT DOCUMENTS													
EXAMINER	INITIAL	DOCUMENT NUMBER						DATE	NAME		CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>Ha</i>	AA	6	0	7	0	1	8	6	05/00	Nishio	709	217	
<i>Ha</i>	AB	6	2	0	8	8	0	5	03/01	Abecassis	386	126	
<i>Ha</i>	AC	6	2	8	9	1	6	5	09/01	Abecassis	386	46	
<i>Ha</i>	AD	6	3	0	4	7	1	5	10/01	Abecassis	386	68	
<i>Ha</i>	AE	6	3	2	7	4	1	8	12/01	Barton	386	46	
<i>Ha</i>	AF	6	4	0	8	1	2	8	06/02	Abecassis	386	68	
FOREIGN PATENT DOCUMENTS													
		DOCUMENT NUMBER				DATE	COUNTRY				CLASS	SUBCLASS	TRANSLATION
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)													
<i>Ha</i>	BA	"The Implications of Personal TV, Streaming Media and VoD on the Advertising Industry", by Peter Horsemann of Axcent Media AG, March 9, 2001, Brussels, Belgium- European Group of Television Advertising Report "Interactivity and advertising" Working Party (taken from www.egta.com/pages/egta02_4_interactivity.htm) 4pp.											
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